

Good morning to you all.

Although it wasn't planned, I decided to stay overnight here in Las Vegas to greet you personally and on behalf of everyone at Chrysler Group.

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The second reason I'm here today is to show you a preview of the commercial that we'll be airing in a few hours' time during the Super Bowl.

I ask Olivier Francois and Saad Chehab to stand up here with me.

Nothing of what you will see in a few moments would have been possible without the maniacal drive that Olivier and his companion in crime Saad put into this project.

We at Chrysler owe them a lot, for their relentless dedication and for their insatiable desire to break away from convention.

You remember that last year we chose a strong message about the pride of our company and the city of Detroit, which both have been to hell and back.

That message came from a group of people free to venture beyond the ordinary and the expected, free from prejudices and the limitations of habit, free to express their creativity and even break the conventions of what a TV commercial should be.

It was a message about the kind of company we are building.

It paid homage to our culture of action and our industrial roots.

It spoke about hard work and results achieved through resilience and tireless efforts.

The string of achievements we pulled off starting with the Eminem commercial was almost unbelievable.

It happened because the "Imported From Detroit" philosophy has resonated even beyond those who were born and raised in Detroit.

It has resonated with those Americans who understand the grit and determination that underlies this spirit.

The commercial we have chosen for this year is more than just an ad.

It's not about a product.

It is about a mission.

It's not about building cars and trucks, but about the spirit that motivates our embrace of this mission.

It portrays the essence of our commitment and how we are working toward the future.

This film has a direct link to last year's, because it reflects the natural evolution of our company, to the next, broader level.

I felt that you, our dealers, who are a fundamental part of our group and key to our success, deserved this video more than anyone.

I will not spoil anything by telling you what you're going to see.

What I want to share with you is the message behind the video which speaks of the commitment we have made not only to Chrysler and to rebuilding the U.S. auto industry, but also to this country.

It reflects exactly what Chrysler is today and the attitude that all of us in this room have embraced.

Those who have lived through difficulties and have seen the dark days of desperation know that the only way to get through them is by finding the values that are important in life; rediscovering a sense of belonging to a project, a community, a nation; embracing hope; looking ahead; and taking your destiny into your own hands.

If Chrysler -- a company that was practically sentenced to death by the press, the financial world and the public at large -- was able to do it, then there's hope for everyone.

There's always a light at the end of the tunnel and there's always a way to get there.

We don't presume to teach anything or show the right way ahead.

We are just one example among many.

Our message to the United States is one that comes from people who feel a duty to encourage the country they love.

It's a call to take action to re-consider and contribute to this great land's economic progress.

It contains all of our hopes.

It's simply a way of saying that everyone, in this land, has the right to dream and the power to turn that dream into reality.

[Show Super Bowl Commercial – 2 minutes]

Nothing more needs to be said.

This is the Chrysler of today and I, like you, am proud to be a part of it.

Thank you all and Godspeed to us all.

(ends)